

Amendment to the Claims:

1. (Currently amended) A method of marketing products and services through an independent dealer, comprising:

providing information on a central database related to an inventory of products and services available through a moving and storage company, the products including a plurality of trucks, rental equipment and storage units made available by the moving and storage company, the services including house cleaning, moving help, and insurance, the information related to the inventory of products and services including descriptions and pictures of the products and services;

providing access through a website for an independent dealer to review the information related to the inventory of products and services, the website providing an interface for the independent dealer to rent, lease, and sell a product or a service stored on the central database;

receiving a rental equipment request from a customer, the rental equipment request including a pick-up location, pick-up time, drop-off location, drop-off time, insurance information and type of rental, the type of rental consisting of a one-way or roundtrip rental, the rental equipment request being entered via the website;

selecting rental equipment from the inventory of products and services according to the rental equipment request, the rental equipment including a truck, trailer, or tow-dolly;

selecting a storage unit from the inventory of products and services according to customer selection criteria, the customer selection criteria including a size, maximum distance from a preferred location, move-in date, move-out date, and climate

control preference; and

completing a transaction for leasing the storage unit and the rental equipment through the independent dealer interacting with the central database via the website, the independent dealer and the moving and storage company each receiving portions of a payment made by the customer as part of the transaction for leasing the storage unit and the rental equipment.

2. (Original) The method of claim 1, wherein the dealer accesses the information related to the inventory of products and services through a first computer system.
3. (Original) The method of claim 2, wherein the website resides on a second computer system in communication with the first computer system through a communication network.
4. (Cancelled)
5. (Currently amended) The method of claim 4 further including the step of reserving rental equipment for the customer through the independent dealer interacting with the central database via the website.
6. (Original) The method of claim 5 further including the step of pre-populating the website during the transaction for leasing the storage unit with customer information compiled in the step of reserving rental equipment.
7. (Original) The method of claim 1, wherein the step of providing access through a website for an independent dealer

includes the step of searching the central database for the storage unit which matches criteria given by the customer.

8. (Original) The method of claim 1, wherein the step of completing a transaction for leasing the storage unit through the independent dealer includes the step of leasing the storage unit to give the customer occupancy rights as of the date of the transaction.

9. (Original) The method of claim 1, wherein the inventory of products and services includes products and services from related companies.

10. (Currently amended) A method of leasing products and services, comprising:

providing information on a central database related to an inventory of products and services, the products including a plurality of trucks, rental equipment, and storage units, the services including house cleaning, moving help, and insurance, the information related to the inventory of products and services including descriptions and pictures of the products and services;

providing access through a website for an independent dealer to review the information related to the inventory of products and services, the website providing an interface for the independent dealer to rent, lease, or sell a product or a service stored on the central database;

receiving customer selection criteria from a customer, the customer selection criteria including a size, maximum distance from a preferred location, move-in date, move-out date, and climate control preference, the customer selection criteria being

entered via the website;

selecting a storage unit from the inventory of products and services according to the customer selection criteria; and

completing a transaction for leasing the storage unit
~~selected inventory~~ through the independent dealer interacting with the central database via the website.

11-13. (Cancelled)

14. (Currently amended) The method of claim ~~13~~10 further including the step of reserving rental equipment for the customer through the independent dealer interacting with the central database via the website.

15. (Currently amended) The method of claim 10 further including the step of pre-populating the website during the transaction for leasing ~~selected inventory~~ the storage unit with customer information compiled in a previous transaction.

16. (Original) The method of claim 10, wherein the dealer accesses the information related to the inventory of products and services through a first computer system.

17. (Original) The method of claim 16, wherein the website resides on a second computer system in communication with the first computer system through a communication network.

18. (Currently amended) The method of claim 10, wherein the step of providing access through a website for an independent dealer includes the step of searching the central database for

the ~~selected inventory~~ storage unit which matches criteria given by the customer.

19. (Currently amended) The method of claim 10, wherein the step of completing a transaction includes the step of leasing the ~~selected inventory~~ storage unit to give the customer use rights as of the date of the transaction.

20. (Currently amended) A method of marketing products and services through a third party agent, comprising:

providing information on a central database related to an inventory of products and services, the products including a plurality of trucks, rental equipment, and storage units, the information related to the inventory of products and services including descriptions and pictures of the products and services;

providing access through a website for a third party agent to review the information related to the inventory of products and services;

receiving customer selection criteria from a customer via the website;

making a selection from the inventory of products and services in accordance with the customer selection criteria; and

recording a transaction for the selected inventory through the third party agent interacting with the central database via the website.

21. (Original) The method of claim 20, wherein the step of recording the transaction includes leasing a storage unit.

22. (Original) The method of claim 20, wherein the step of

recording the transaction includes leasing a residential unit.

23. (Original) The method of claim 20, wherein the dealer accesses the information related to the inventory of products and services through a first computer system.

24. (Original) The method of claim 23, wherein the website resides on a second computer system in communication with the first computer system through a communication network.

25. (Original) The method of claim 20, wherein the step of providing access through a website for an independent dealer includes the step of searching the central database for the selected inventory which matches criteria given by the customer.

26. (Original) The method of claim 20, wherein the step of recording a transaction includes the step of leasing the selected inventory to give the customer use rights as of the date of the transaction.

27. (Currently amended) A system of leasing products and services, comprising:

means for providing information on a central database related to an inventory of products and services, the products including a plurality of trucks, rental equipment, and storage units, the services including house cleaning, moving help, and insurance, the information related to the inventory of products and services including descriptions and pictures of the products and services;

means for providing access through a website for an

independent dealer to review the information related to the inventory of products and services, the website providing an interface for the independent dealer to rent, lease, or sell a product or a service stored on the central database;

means for receiving customer selection criteria from a customer via the website;

means for selecting from the inventory of products and services according to the customer selection criteria; and

means for completing a transaction for leasing selected inventory through the independent dealer interacting with the central database via the website.

28. (Original) The system of claim 27, wherein the selected inventory includes a storage unit.

29. (Original) The system of claim 27 further including a first computer system for the independent dealer to access the information related to the inventory of products and services.

30. (Original) The system of claim 27 further including a second computer system for the website, where in the second computer system communicates with the first computer system through a communication network.

31. (Original) The system of claim 30, wherein leasing the selected inventory gives the customer use rights as of the date of the transaction.